IN THE CLAIMS

Please amend the claims as follows.

1.   (Currently Amended) A method to perform geolocation activities relating to a network address, the method including:

      receiving, at a geolocation system, a query, including a network address, from an external entity; and

      responsive to receipt of the query, initiating geolocation activities at the geolocation system to map the network address to a geographic location associated with the network address, wherein the network address is advanced sequentially through a plurality of sequential automated mapping operations to derive satisfactory geolocation information associated with the network address and associated location probability information,

wherein the geolocation activities include tasking a plurality of data collection machines to collect data pertaining to the network address and mapping the network address to the geographic location based on the collected data.

2.   (Previously Presented) The method of claim 1, wherein the query is received from the external entity responsive to a user accessing a website operated by the external entity, and the network address is the network address associated with a machine of the user.

3. – 4.   (Canceled).

5.   (Original) The method of claim 1, wherein the query is received via an Application Program Interface (API).

6.   (Original) The method of claim 1, wherein the query is received via a customer extranet.

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7.   (Previously Presented) The method of claim 1, wherein the mapping includes determining whether the network address is likely to fall within a consolidated domain of network addresses maintained within a database of the geolocation system.

8.   (Original) The method of claim 7, wherein the consolidated domain of network addresses maintained within the database includes any one of a group of domains including an educational, business, service provider and government domain.

9.   (Previously Presented) The method of claim 1, wherein the mapping includes identifying a network address block around the network address included within the query.

10.   (Previously Presented) The method of claim 1, wherein the mapping includes running an exact geolocation process to determine geolocation information for the network address.

11.   (Original) The method of claim 9, wherein the mapping includes running an exact geolocation process to determine geolocation information for the identified network address block around the network address.

12.   (Original) The method of claim 10, wherein the exact geolocation process includes any one of a group of geolocation processes including a traceroute, a latency calculation, a hostname matching operation and a DNS process.

13.   (Previously Presented) The method of claim 1, wherein the mapping includes running an inexact geolocation process to determine geolocation information for the network address.

14.   (Previously Presented) The method of claim 1, wherein the mapping includes forwarding the network address for manual resolution.

15.   (Currently Amended) The method of claim 1, wherein the mapping includes a tiered process, including [[a]] the plurality of sequential automated mapping operations.

16.   (Original) The method of claim 15, wherein the tiered process further includes at least one manual mapping operation, wherein the network address is advanced sequentially through the plurality of sequential automated mapping operations and to the at least one manual mapping operation until satisfactory geolocation information is associated with the network address.

17.   (Original) The method of claim 15, wherein the plurality of sequential automated mapping operations include both exact and inexact automated mapping operations, the exact and inexact automated mapping operations providing different levels of confidence for geolocation information associated with the network address by the respective operations.

18.   (Currently Amended) A geolocation system to perform geolocation activities relating to a network address, the geolocation system including:

  a first system to receive, at the geolocation system, a query, including a network address, from an external entity; and

  a second system, coupled to the first system and responsive to receipt of the query by the first system, to initiate geolocation activities to map the network address to a geographic location of the network address, wherein the network address is advanced sequentially through a plurality of sequential automated mapping operations to derive satisfactory geolocation information associated with the network address and associated location probability information,

wherein the geolocation activities include tasking a plurality of data collection machines to collect data pertaining to the network address and mapping the network address to the geographic location based on the collected data.

19.   (Previously Presented) The geolocation system of claim 18, wherein the query is received by the first system from the external entity responsive to a user accessing a website operated by the external entity, and the network address is the network address associated with a machine of the user.

20. – 21 (Canceled).

22.   (Original) The geolocation system of 18, including an Application Program Interface (API) via which the query is received by the first system.

23.   (Original) The geolocation system of claim 18, including a customer extranet via which the query is received by the first system

24.   (Original) The geolocation system of claim 18, wherein the second system is to determine whether the network address is likely to fall within a consolidated domain of network addresses maintained within a database of the geolocation system.

25.   (Original) The geolocation system of claim 24, wherein the consolidated domain of network addresses maintained within the database includes any one of a group of domains including an educational, business, service provider and government domain.

26.   (Original) The geolocation system of claim 18, wherein the second system is to identify a network address block around the network address included within the query.

27.   (Original) The geolocation system of claim 18, wherein the second system is to run an exact geolocation process to determine geolocation information for the network address.

28.   (Original) The geolocation system of claim 26, wherein the second system is to run an exact geolocation process to determine geolocation information for the identified network address block around the network address.

29.   (Original) The geolocation system of claim 27, wherein the exact geolocation process includes any one of a group of geolocation processes including a traceroute, a latency calculation, a hostname matching operation and a DNS process.

30.   (Original) The geolocation system of claim 18, wherein the second system is to run an inexact geolocation process to determine geolocation information for the network address.

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31. (Original) The geolocation system of claim 18, wherein the second system is to forward the network address for manual resolution.

32. (Currently Amended) The geolocation system of claim 18, wherein the second system is to implement a tiered process, including [[a]] the plurality of sequential automated mapping operations.

33. (Original) The geolocation system of claim 32, wherein the second system is to implement at least one manual mapping operation, wherein the network address is advanced by the second system through the plurality of sequential automated mapping operations and to the at least one manual mapping operation until satisfactory geolocation information is associated with the network address.

34. (Original) The geolocation system of claim 32, wherein the plurality of sequential automated mapping operations include both exact and inexact automated mapping operations, the exact and inexact automated mapping operations providing different levels of confidence for geolocation information associated with the network address by the respective operations.

35. (Currently Amended) A machine-readable medium storing a set of instructions that, when executed by a machine, cause the machine to implement a method to perform geolocation activities relating to a network address, the method including:

     receiving, at a geolocation system, a query, including the network address, from an external entity; and

     responsive to receipt of the query, initiating geolocation activities at a geolocation system to map the network address to a geographic location associated with the network address, wherein the network address is advanced sequentially through a plurality of sequential automated mapping operations to derive satisfactory geolocation information associated with the network address and associated location probability information,

wherein the geolocation activities include tasking a plurality of data collection machines to collect data pertaining to the network address and mapping the network address to the geographic location based on the collected data.

36.   (Currently Amended) A geolocation system to perform geolocation activities relating to a network address, the system including:

first means for receiving a query, at the geolocation system, including a network address, from an external entity; and

second means, coupled to the first means and responsive to receipt of the query by the first means, for initiating geolocation activities to map the network address to a geographic location of the network address, wherein the network address is advanced sequentially through a plurality of sequential automated mapping operations to derive satisfactory geolocation information associated with the network address and associated location probability information,

wherein the geolocation activities include collecting data pertaining to the network address and mapping the network address to the geographic location based on the collected data.